SYSTEM AND METHOD FOR GROUP ADVERTISEMENT OPTIMIZATION

ABSTRACT OF THE DISCLOSURE

5   A system and method is disclosed for producing an advertisement that is optimized to a particular user or group of users for a current transaction and is presented to such users at the point of sale or transaction terminal at a public location. The transaction terminal produces current transaction data that includes customer identity, and goods/services being purchased and their prices. The current transaction data is sent to an advertisement server via a network such as the Internet. The advertisement server implements a user database device, a goods database and an advertisement database to locate an existing advertisement or create a new advertisement that is optimized according to common characteristics of the particular group. The optimized advertisement is sent to the transaction terminal for presentation to the user on a monitor or like display device or, printed on a sales receipt.